

ZERO DEGREES



Properties list:

- end-user packaging
- range of products
- new product
- ready to use
- disposable packaging
- teens
- cheer-pack
- polylaminated
- transgressive
- smooth
- metallic
- identity by shape
- identity by system of colour
- juices
- identity by abstract shapes

Turner Duckworth created an unholy mix of snowflakes, warning signs, and Ninja throwing stars on metallic foil pouches to convey the "dangerously cold" proposition of Zero Degrees, a frozen soft drink with attitude.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan

Other images: